

ValueCentric Adds Seasoned Healthcare Professional, Chris Boardman, to Head up their New Prescription Data Services

Orchard Park, NY (March 3, 2010) – ValueCentric is pleased to announce that Chris Boardman has joined its management team as Vice President of Data Services & Analytics. Chris will lead efforts to further expand the company's offerings in prescription level data services as ValueCentric continues to provide unprecedented product transparency to its customers.

With over 20 years experience in the healthcare consulting profession, Chris has worked with hundreds of pharmaceutical, medical device and biotech companies to address strategic and tactical challenges. He holds dual BS degrees in Mathematics & Psychology and an MS in Statistics. His experience has global reach in the areas of developing commercial databases based on medical claims, sales and Rx data as well as many estimation methodologies that are responsible for significant revenue generation in the healthcare information vertical.

Among many notable positions held, Chris worked at the Centers for Disease Control & Prevention as a statistician. Additionally, he was involved in building the Division of Bio-Statistics & Epidemiology at the number one pediatric hospital in the country, Children's Hospital of Philadelphia. For over a decade he led IMS Health's efforts in developing and bringing to market new Rx products, developing new databases and new estimation methodologies in the U.S. as well as internationally. As IMS Health's global subject matter expert, Chris was responsible for addressing the ever changing data privacy issues that the healthcare market continually faces and their impact on prescription products. Most recently, Chris worked at Health Market Science, where he focused on developing information sources and analytic techniques for non-retail markets.

Dave Janca, Founder and CEO of ValueCentric states, "Chris Boardman's expertise with prescription data positions him to further strengthen and expand our growing data services and our ValueTrak platform. He'll play an instrumental role in our growth strategy as we bring to market more unique data streams delivered in real-time through our integrated analytic solution. Chris' track record will help to ensure that our customers remain at the forefront of industry change with transformational data management and performance analytic service options."

"As the industry continues to face challenges with projected and estimated data, we now have the opportunity to work with real actionable prescription data that is integrated directly with sales data down to the pharmacy level. I'm excited to join ValueCentric at this pivotal time and prepared to change how the industry works with this data," states Chris Boardman.

About ValueCentric

ValueCentric, LLC® is the leading provider of on-demand data management and performance analytics to the pharmaceutical industry. ValueTrak, ValueCentric's on-demand SAS 70 Type II compliant platform, is used on a daily basis by world-class pharmaceutical companies such as AstraZeneca, Johnson & Johnson, Merck and Teva Pharmaceuticals to analyze sales, inventory, service levels, and critical supply chain data. ValueCentric's best-in-class technology strengthens and enhances the profitability of relationships between suppliers and the finished goods forward participants in the pharmaceutical supply chain.

To learn more about ValueCentric or ValueTrak, please visit www.valuecentric.com or contact Joe Bovi, Vice President of Sales, at 781-771-9827